

# THE EDUCATION PROJECT

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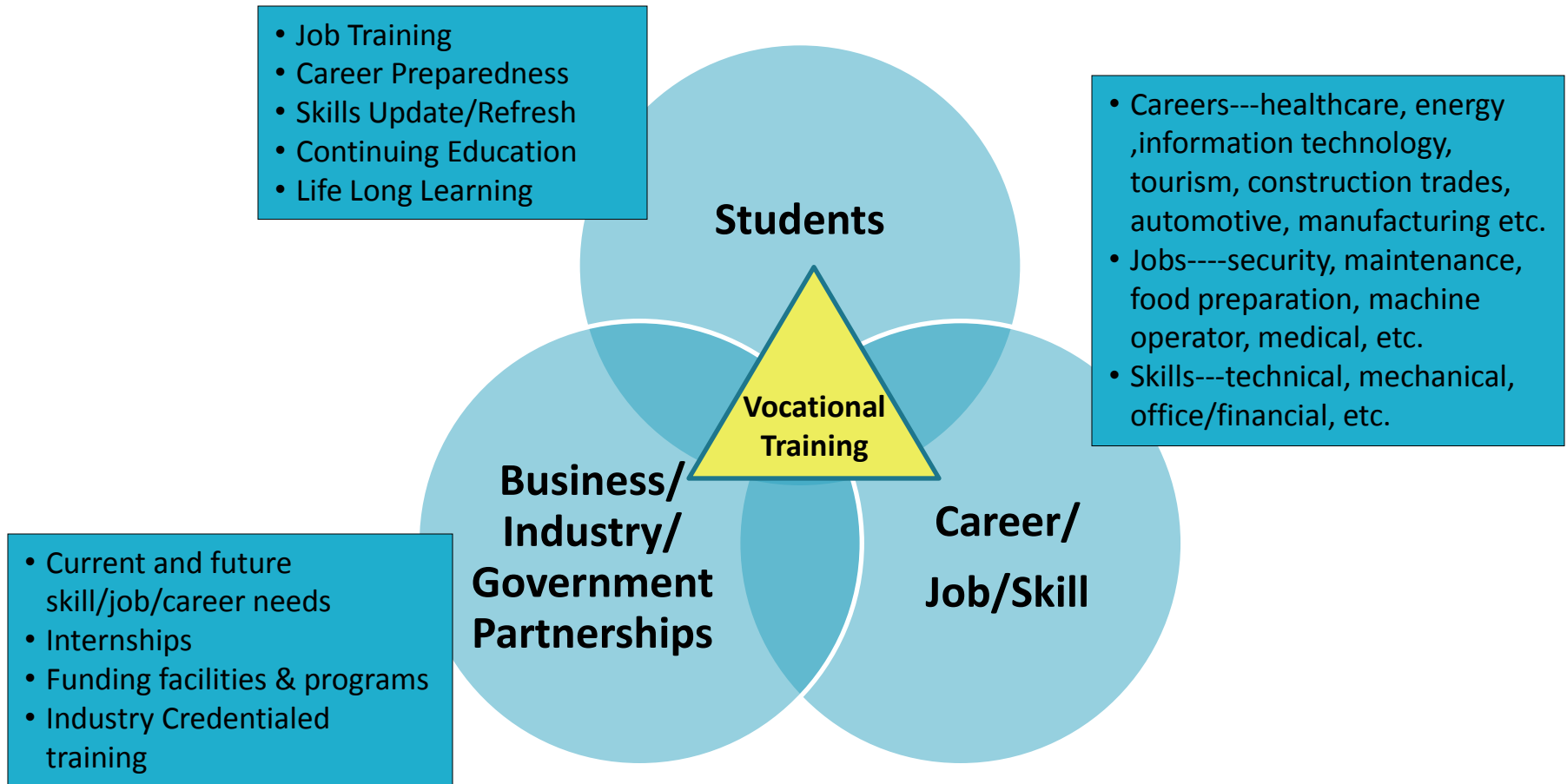
## **ATTRACTING STUDENTS TO VOCATIONAL TRAINING**

Stream H

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# Vocational Training programs are based upon the relationship between student populations, skill/career definitions and business/industry/government partnerships.

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# Why would business/industry/government invest in and support Vocational Training?

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- **Provide job preparatory training/retraining for business/industry/government employees**
- **Build individual and national self-sufficiency through current and future careers**
- **Address the needs of populations that cannot afford tertiary education**
  - Family obligations
  - Distance from educational institutions
- **Address the needs of populations that do not qualify academically for tertiary education but need to employable skills**
- **Provide “local” continuing education facilities that can adapt quickly and provide “just in time” training**
- **Addresses the needs of “life long” learners**

# Vocational Training can have multiple approaches dependent on the desired needs and outcomes.

**Sample Characteristics of Vocational Training**

	Career Program	Job Training/ Retraining	Continuing Education	Life Long Learning	Skills Update
Approach	Holistic	Holistic or Technical	Technical	Technical	Technical
Language Arts	✓	?		✓	✓
Mathematics	✓	?		✓	✓
Computer Literacy	✓	?		✓	✓
Industry Specific Skills	✓	✓	✓		✓
Internship/Apprenticeship	✓				
Diploma	✓		✓		
Industry Credentialing	✓	✓			
Length of Training (months)	3-18	0.5-3.0	0.1-0.25 (periodic)	0.1-1.0 (periodic)	0.1-2.0 (periodic)

# What attracts students to Vocational Training?

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- **Employability in 3-18 months**
- **Affordability/location of program**
- **Removal of the “non-academic stigma” and improvement of the “esteem” of vocational training vs. university degree**
- **Blended learning models --- classroom as well as high tech/virtual learning**
- **Experiential training delivered through internships/ apprenticeships with local business/ industry/government**
- **Industry “practitioners” teaching real world practices and perspectives**

# **What actions should be taken to maintain the quality, relevance and accountability of Vocational Training programs?**

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- **Establish a strategy and governance model that addresses the institution's market needs, program and curriculum development and partnerships with business/industry/government**
- **Understand the current and future needs of the local as well as national geography/culture**
- **Create an infrastructure that allows the institution to react quickly to changing market demands**
- **Build relationships with business/industry/government leaders and engage them in the development/review of programs, internships/ apprenticeships, delivery of some level of instruction and financial investment in the institution**
- **Develop standards for student achievement that are consistent with industry and governmental requirements**
- **Utilize learning management systems and virtual technology to deliver experiential training and monitor student progress**

# Some experiences....

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- **Industry and government investment**
- **Industry and government collaboration**

# Moving forward.....

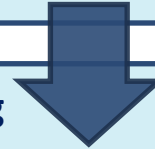
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Update/develop a relevant institutional strategy

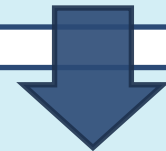
--Create goals and build a governance model for the institution

--Evaluate current programs for need/redesign

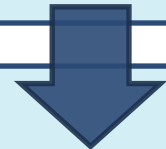
--Create a monitoring system for institutional performance and student success



Build partnerships with business and industry to assist in determining current and future needs and to create program sponsorship



Build a marketing plan that targets specific programs/students



Deliver the very *best vocational training* --- create a “buzz” among students and business/industry/government employers